What is claimed is:

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1. A method for detecting binding of von Willebrand factor and glycoprotein Ib or inhibition of the binding, comprising the steps of:

immobilizing von Willebrand factor in a reaction vessel in the presence of a substance inducing the binding of von Willebrand factor and glycoprotein Ib, and,

reacting the immobilized von Willebrand factor with glycoprotein Ib.

- 2. The method according to Claim 1, wherein the substance that induces the binding of von Willebrand factor and glycoprotein Ib is botrocetin, ristocetin or the both substances.
 - 3. The method according to Claim 1, wherein glycocalicin is measured by adding a sample containing glycocalicin to the reaction vessel during the reaction of von Willebrand factor and glycoprotein Ib, or prior to the reaction, and detecting inhibition of the binding of von Willebrand factor and glycoprotein Ib.
- 25 4. The method according to Claim 1, wherein a substance that inhibits the binding of von Willebrand factor and glycoprotein Ib is detected by adding a

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sample containing a substance to be detected to the reaction vessel during the reaction of von Willebrand factor and glycoprotein Ib, or prior to the reaction, and detecting inhibition of the binding of von Willebrand factor and glycoprotein Ib.

5. A method for detecting binding of von Willebrand factor and glycoprotein Ib or inhibition of the binding, comprising the steps of:

binding a chimeric protein that consists of an Fc region of immunoglobulin molecule fused at its amino terminus to a partial protein comprising a von Willebrand factor binding site of glycoprotein Ib α chain at its carboxyl terminus or the chimeric protein labeled with a labeling substance to von Willebrand factor immobilized in a reaction vessel, and

detecting the Fc region of the immunoglobulin molecule or the labeling substance.

- 6. The method according to Claim 5, wherein, when the chimeric protein is allowed to bind to von Willebrand factor, or prior to the binding, a substance that induces the binding of von Willebrand factor and glycoprotein Ib is added to the reaction vessel.
 - 7. The method according to Claim 6, wherein the substance that induces the binding of von Willebrand

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factor and glycoprotein Ib is botrocetin, ristocetin or the both substances.

- 8. The method according to Claim 6, wherein von Willebrand factor is immobilized in the reaction vessel in the presence of a substance that induces the binding of von Willebrand factor and glycoprotein Ib.
- glycocalicin is measured by adding a sample containing glycocalicin to the reaction vessel when the chimeric protein is allowed to bind to von Willebrand factor, or prior to the binding, and detecting inhibition of the binding of von Willebrand factor and the chimeric protein.
 - substance that inhibits the binding of von Willebrand factor and glycoprotein Ib is detected by adding a sample containing a substance to be detected to the reaction vessel when the chimeric protein is allowed to bind to von Willebrand factor, or prior to the binding, and detecting inhibition of the binding of von Willebrand factor and the chimeric protein.

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11. A method for detecting binding of von Willebrand factor and glycoprotein Ib or inhibition of

the binding, comprising the steps of:

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immobilizing a chimeric protein that consists of an Fc region of immunoglobulin molecule fused at its amino terminus to a partial protein comprising a von Willebrand factor binding site of glycoprotein $Ib\alpha$ chain at its carboxyl terminus in a reaction vessel,

binding von Willebrand factor or labeled von Willebrand factor to the chimeric protein, and detecting bound von Willebrand factor or the labeling substance.

- 12. The method according to Claim 11, wherein, when the chimeric protein is allowed to bind to von Willebrand factor, or prior to the binding, a substance that induces the binding of von Willebrand factor and glycoprotein Ib is added to the reaction vessel.
- 13. The method according to Claim 12, wherein the substance that induces the binding of von Willebrand factor and glycoprotein Ib is botrocetin, ristocetin or the both substances.
 - 14. The method according to Claim 12, wherein glycocalicin is measured by adding a sample containing glycocalicin to the reaction vessel when von Willebrand factor is allowed to bind to the chimeric protein, or prior to the binding, and detecting inhibition of the

binding of von Willebrand factor and the chimeric protein.

- substance that inhibits the binding of von Willebrand factor and glycoprotein Ib is detected by adding a sample containing a substance to be detected to the reaction vessel when von Willebrand factor is allowed to bind to the chimeric protein, or prior to the binding, and detecting inhibition of the binding of von Willebrand factor and glycoprotein Ib.
 - 16. A chimeric protein, which consists of an Fc region of immunoglobulin molecule fused at its amino terminus to a partial protein comprising a von Willebrand factor binding site of glycoprotein Ib α chain at its carboxyl terminus.

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- 17. The chimeric protein according to Claim 16, wherein the immunoglobulin molecule is derived from mouse.
 - 18. A kit for measuring glycocalicin based on inhibition of a reaction of von Willebrand factor and glycoprotein Ib, comprising von Willebrand factor and a chimeric protein that consists of an Fc region of immunoglobulin molecule fused at its amino terminus to a

partial protein comprising a von Willebrand factor binding site of glycoprotein $Ib\alpha$ chain at its carboxyl terminus.

- 19. A compound which is detected by the method according to any one of Claims 1, 5 and 12, which has an activity for specifically inhibiting platelet aggregation involving glycoprotein Ib and von Willebrand factor in blood plasma and a molecular weight of not more than 2000.
 - 20. The compound according to Claim 19, which has a structure represented by the following formula:

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wherein R^1 and R^2 independently represent H or Cl, and R^3 represents CH_3 or H.